

## ABSTRACT

A process by which a user accesses a web site through the use of a mnemonic associated with the desired site, rather than through the use of the site's actual URL. The mnemonic may be text or an audio or video representation. An on-line service converts the mnemonic to a URL,

5 which then can be used by the user to access the target web site.

100439-12001  
TARGET 46842001